



**Remember when you had to buy a Rolls
to get air conditioning as standard equipment?**



**American Motors installs
air conditioning at no extra cost on the 1968 Ambassador.**

Now you can enjoy a luxury once reserved for the very rich: an air conditioned car—for your own personal driving temperature.

American Motors installs air conditioning as standard equipment because it adds another dimension to the kind of comfort we've always built into our Ambassador.

Like Rolls, we use single unit construction. (As a matter of fact, we pioneered it). We use a solid acoustical roof liner. We use coil spring seats and we spend

more on rustproofing than anyone else in the industry.

Now air conditioning—and for no more money than you'd pay for a Chev, Ford or Plymouth.

Which puts us in kind of a class by ourselves. Which poses an interesting question. Either we're charging too little or everyone else is charging too much.

Test drive the air conditioned '68 Ambassador soon, at any American Motors/Rambler Dealer. You'll get a very warm welcome.

American Motors

where the basic difference is a better car

